



# SAFETY --- Network

FALL 2004

[www.michigan.gov/ohsp](http://www.michigan.gov/ohsp)

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## Michigan achieves increase in belt use

The Michigan Office of Highway Safety Planning (OHSP) reports that safety belt use in Michigan has climbed to nearly 87 percent according to information compiled and analyzed by the University of Michigan Transportation Research Institute (UMTRI). The new 86.8 percent safety belt use rate is an all-time high for the state, besting last year's 84.8 percent record set following the 2003 Labor Day holiday.

OHSP estimates the state will prevent 10 traffic deaths for every 1 percent increase in safety belt use over the course of a year.

This increase follows a two-week enforcement effort that included the Memorial Day holiday period in which 48 counties across the state conducted safety belt enforcement zones.

Between May 24 and June 6, 34,622 occupant restraint citations were issued. Of those citations, 33,780 were for unbuckled drivers and passengers, and 842 were for children under age four who were not properly restrained.

Officers also arrested 1,104 motorists for drunk driving and made 3,975 misdemeanor and 715 felony arrests during the mobilization.

More than 21,000 of the 34,622 safety belt citations issued were handed out in one of the 659 safety belt enforcement zones located across the state. This number reflects nearly a 50 percent increase in zone activity over last year.

## Law enforcement to end summer with safety belt enforcement push

As the summer travel season winds down, law enforcement officers across Michigan will once again strictly enforce the state's safety belt law through the *Buckle Up or Pay Up, Click It or Ticket* mobilization that focuses on the Labor Day holiday period. This is the first statewide traffic enforcement effort over the Labor Day period since 2001.

From August 30 to September 12, local police departments, sheriff's offices and Michigan State Police in 28 counties will conduct safety belt enforcement zones with federal traffic safety dollars in an effort to save lives by increasing safety belt use. In addition, numerous other law enforcement agencies across the state will step up enforcement to stop and ticket unbuckled motorists.

Following the May 2004 enforcement effort, Michigan's safety belt use rate jumped to nearly 87 percent, the highest rate ever recorded in the state. The increase will prevent an estimated 20 traffic deaths over a year's time.

"While we've had a dramatic increase in belt use this year, we're not finished yet," said Michael L. Prince, division director of the Michigan Office of Highway Safety Planning (OHSP). "Michigan has a goal of reaching 90 percent safety belt use in 2004. That additional 3 percent means 30 lives saved and almost 400 crippling injuries prevented."

Counties receiving funding for special overtime enforcement include: Allegan, Bay, Berrien, Calhoun, Cheboygan, Genesee, Grand Traverse, Ingham, Jackson, Kalamazoo, Kent, Lapeer, Leelanau, Lenawee, Livingston, Macomb, Marquette, Midland, Monroe, Muskegon, Oakland, Ogemaw, Ottawa, Saginaw, St. Clair, Van Buren, Washtenaw, and Wayne.



## New Buckle Up sidewalk stencil available

The Office of Highway Safety Planning (OHSP) has a variety of materials available at the Michigan Resource Center to help promote safety belt use, including a new Buckle Up stencil.

The 39" X 12" stencil and pavement spray paint are available on a loan basis, and can be painted on a sidewalk or driveway exit as a reminder to buckle that safety belt.

Items may be ordered via the MRC website at [www.michiganresourcecenter.org](http://www.michiganresourcecenter.org), by fax at (517) 882-7778, or by calling (800) 626-4636.

# DIRECTOR'S CORNER

**MICHAEL L. PRINCE**

*Division Director, Office of Highway Safety Planning*



With two of the major summer holidays now behind us, Michigan continues to show dramatic improvements in making our road-

ways safer.

Safety belt use now stands at an all-time high of nearly 87 percent thanks to the work of traffic safety advocates from across the state. This places Michigan first in safety belt use in the Great Lakes region and 11<sup>th</sup> in the nation.

We are particularly appreciative of the tremendous support of the law enforcement community that played a key role in the *Click It or Ticket* campaign which resulted in a 3 percent increase in statewide safety belt use during a 30-day period over the Memorial Day holiday. On only two other occasions has Michigan's belt use rate increased so dramatically. Once

following the change of the safety belt law from secondary to primary and again during the Memorial Day 2003 Safety Belt Mobilization.

In addition to the strong safety belt enforcement message being conveyed to the public, these mobilizations are generating a significant amount of criminal interdiction activity, good news for those who still might question the value of such traffic enforcement campaigns in fighting crime. The Memorial Day Mobilization alone generated nearly 4,000 misdemeanor and over 700 felony arrests.

Stolen vehicles and property were recovered, cash and vehicles were forfeited due to drug trafficking, and dozens of suspended drivers were removed from the roadways. These situations illustrate how strict enforcement of the state's safety belt law can pay big dividends in both traffic safety and apprehension of criminals.

But there is even more good news. Holiday fatalities are continuing their downward trend. Provisional figures for Memorial

Day show a decrease of 10 percent and Fourth of July figures show a decrease of nearly 50 percent! Our hope is that these provisional figures will hold throughout the summer and demonstrate that Michigan is well on its way to another traffic safety milestone.

Enforcement activity from the *July You Drink & Drive, You Lose* mobilization showed an increase in arrests, but a decrease in holiday fatalities. Statistics from the recently released 2003 Michigan Drunk Driving Audit show for the second year in a row, decreases in both alcohol-related fatalities and injuries. We are looking forward now to the final *Click It or Ticket* mobilization scheduled for Labor Day which could move us over the 90 percent safety belt use threshold making Michigan only the fifth state in the nation to reach that plateau.

Clearly, all of the hard work is paying off. Not only are lives being saved and injuries prevented by the dozens, but we are dramatically reducing economic costs to the tune of an estimated \$977,000 in lifetime economic costs per fatality and another \$1.1 million in medical, lost productivity, and other costs for each critical injury.

We would like to thank all of our partners in traffic safety for their continued support and hard work in making Michigan a national leader in traffic safety.

Many lives are being saved and hundreds more forever changed as a result of your efforts.

Stay tuned, the best is yet to come.

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# Futurist Barlow to headline elderly mobility conference

Futurist Ed Barlow will challenge attendees of the North American Conference on Elderly Mobility (NACEM) to imagine and dare to prepare for the 21st century.

As president of Creating the Future, Inc., an organization dedicated to trend spotting and strategic planning facilitation, Barlow is passionately and actively engaged in assisting people, organizations and professions to anticipate and prepare for the world of tomorrow.

His presentation will help the audience travel through the uncharted territory of the 21st century by exploring the rapid and dramatic economic, technological, social and political changes that lie ahead.

The NACEM is September 12-15, 2004, at the Marriott Renaissance Center in Detroit. A complete conference brochure for the event is available online at [www.tiami.org](http://www.tiami.org).

The conference will focus on best practices that have improved elderly transportation mobility from organizations around the world. NACEM will feature national and international speakers who will provide participants with cutting edge, "hands-on" information to help them address transportation issues of the elderly population and all motorists in the future.

Other key presenters are Eleanor Josaitis, co-founder and executive director of Focus HOPE: Detroit and Captain Gerald Coffee, a decorated Navy pilot



who flew reconnaissance and combat missions over Cuba and in Vietnam.

In addition, the conference will feature an ongoing Michigan Department of Transportation demonstration project just outside the Detroit Marriott Renaissance Center Hotel. Attendees will be able to see first-hand the elderly-friendly sign, signal and marking treatments and compare these side-by-side to minimum treatments allowed by the national Manual on Uniform Traffic Control Devices.

For additional information on the conference, contact Diane Drago, conference coordinator, at (517) 663-5147 or [DMSdiane@concentric.net](mailto:DMSdiane@concentric.net)

## Safe driving practices encouraged during DSWW

Everyday millions of drivers take to the roadways. Today's drivers are distracted by a variety of activities both inside and outside their vehicle increasing their chances of

making a bad decision on the roadway. One of the best defenses against distracted drivers and their inevitable mistakes is to expect their bad decisions and steer clear of them.



Highway-related incidents are the number one cause of occupational fatalities in the United States. In 2002, on-the-job motor vehicle crashes cost 1,372 American workers their lives - 25 percent of all work-related deaths.

For the past seven years, the Drive Safely Work Week (DSWW) campaign has been a means for employers to educate their employees about safe driving and to reduce preventable motor vehicle crashes. Sponsored by the Network of Employers for Traffic Safety (NETS), DSWW 2004 will take place October 4-8, 2004.

The theme for this year's campaign is "Safe drivers are good company. Make safe driving your business." The campaign addresses five practical driving behaviors and encourages drivers to self-assess their own driving by asking themselves: How safe is MY driving?

Information and materials to promote the campaign are available at <http://www.netsnational.org/dsww.asp>

## Saved by the Belt survivors wanted

The Office of Highway Safety Planning (OHSP) has put out an all-points-bulletin for Saved by the Belt Survivors.

Law enforcement agencies and traffic safety organizations alike are being asked to send OHSP information about individuals who have been saved in a crash by their safety belts.

Survivors will be recognized through articles in the Safety Network Newsletters and could be asked to speak at future news events.

Send Saved by the Belt information to Lynn Sutfin at [sutfinl@michigan.gov](mailto:sutfinl@michigan.gov) or via fax at (517) 333-3756.

For more information, contact Sutfin at (517) 333-5754.

# Help publicize the DOT Auto Safety Hotline

In order to increase public awareness on how to report safety-related defects, the National Highway Traffic Safety Administration (NHTSA) is asking organizations, schools, corporations, and governmental agencies to make complimentary literature available for their employees, members, associates, and the general public.

Anyone owning a vehicle that they feel has a safety-related defect should report the problem to the U.S. Department of Transportation (DOT) Auto Safety Hotline. The DOT Auto Safety Hotline specializes in gathering information about safety problems in motor vehicles and equipment and is the public's chance to help identify these problems, which sometimes lead to recalls. The hotline can be dialed toll free at 1-888-DASH-2-DOT (888) 327-4236.

In operation since 1975, the DOT Auto Safety Hotline is the agency's single point of contact, where information about motor vehicle safety, child safety seats, vehicle safety defects, importation and certification, airbags, and highway safety can be found. Consultants are also available to file reports on vehicle safety defects and provide recall and other valuable information.

All of these services are available by mail or fax from the hotline and through the internet at [www.nhtsa.dot.gov/hotline](http://www.nhtsa.dot.gov/hotline). Safety defect reports can also be filed online. These reports can help NHTSA evaluate the vehicle problems being experiencing and determine if a recall and remedy by the manufacturer will be required.

NHTSA encourages associations, schools, com-



panies, clubs, government agencies and other organizations to help increase awareness of the hotline by starting their own safety programs. Free posters, flyers, and other complimentary literature is available by going to [www.nhtsa.dot.gov/hotline](http://www.nhtsa.dot.gov/hotline), and clicking on Outreach Program.

For more information or to order materials, contact Gene Luke at (202) 366-0988, or by fax at (202) 493-2062, or by e-mail at [gluke@NHTSA.DOT.gov](mailto:gluke@NHTSA.DOT.gov).

## State Drunk Driving Audit: Fatalities and injuries decrease

For the second year in a row, an audit of the state's drunk driving arrests, convictions and crashes and fatalities involving alcohol and/or drugs has shown an across-the-board decrease.

The 2003 Drunk Driving Audit, issued by the Michigan State Police, Criminal Justice Information Center, provides detailed information, including arrest activity by law enforcement agency for each county in the state as well as crash, injury and fatality information by county.

In 2003, 442 people died in alcohol and/or drug related fatalities, down from 463 in 2002. Drunk and impaired driving arrests totaled 55,746, a decrease from the 57,789 individuals arrested in 2002. Of the 53,354 people arrested for operating under the influence of liquor (OUIL), 25,127 were convicted of that offense, while 28,181 were convicted of impaired driving.

Injuries resulting from alcohol and/or drug-related crashes also decreased, from 9,830 in 2002 to 9,315 in 2003.

To view the entire 2003 Drunk Driving Audit, visit [www.michigan.gov/msp](http://www.michigan.gov/msp), then click on Publications, Forms and Statistics. Next, click Statistics, then Traffic Safety, then click Michigan Drunk Driving Audit.

## Law Enforcement Challenge Luncheon is October 18

The second annual Office of Highway Safety Planning Law Enforcement Challenge Luncheon is Monday, October 18, 2004, at the Sheraton Hotel in Lansing.

The luncheon honors agencies that have participated in at least one of the safety belt or drunk driving mobilizations during the past year. Eligible agencies will be sent invitations to the luncheon in the beginning of September.

For more information, contact Pat Eliason at (517) 333-5318.



# More than 3,100 arrested during drunk driving crackdown

Law enforcement officers across the state arrested 3,105 motorists for alcohol-related offenses during the *You Drink & Drive. You Lose.* drunk driving crackdown, which took place June 25 – July 11. Of those arrests, 1,627 were for drunk driving and 1,478 were for other alcohol violations.

The results were an increase from the December 2003 enforcement effort which resulted in the arrest of 2,778 motorists for alcohol-related offenses, according to the Michigan Office of Highway Safety Planning (OHSP).

The drunk driving crackdown included the July 4<sup>th</sup> holiday weekend. Preliminary reports indicate there were 10 traffic-related fatalities during the three-day holiday period, two of which involved alcohol. Last July 4<sup>th</sup> there were 17 fatal crashes, resulting in 17 deaths.

More than 500 agencies participated in the

crackdown and according to the 234 agencies reporting statistics to OHSP, 50,306 vehicles were stopped during the two-week enforcement

blitz. This resulted in 821 arrests for felony charges and 4,054 individuals arrested on misdemeanor charges. Officers also wrote 15,825 speeding citations and issued 3,061 safety belt citations for motorists over the age of 15 and 472 child restraint citations.

Kicking off the enforcement effort on June 24 was a series of six news conferences around the state. Four of these events were held in conjunction with Harley-Davidson motorcycle dealerships. The theme was whether a motorist was on four wheels or two, driving drunk was a surefire way to be pulled over.



## Julie Botsford joins OHSP Fiscal Section

Julie Botsford will get a first-hand look at county sheriff programs across the state as the newest member of the Office of Highway Safety Planning's (OHSP) Fiscal Section.

A graduate of the Davenport University, Botsford holds a bachelor's degree in accounting. She spent the last five years working for Michigan State University's College of Education in the dean's office.



As an accountant at OHSP, Botsford is charged with monitoring the Secondary Road Patrol (SRP). The SRP and Traffic Accident Prevention program was created by Public Act 416 of 1978.

This state grant program provides county sheriff departments with funding for patrol of county and local roads outside the corporate limits of cities and villages. The program has the legislated primary responsibility of traffic enforcement and traffic crash prevention.

Over the next several months Botsford will begin visiting the county sheriff's offices across Michigan to monitor their programs. So far, she has visited Branch, St. Joseph, Saginaw and Tuscola counties.

Botsford can be reached at (517) 333-5333 or [botsfordj@michigan.gov](mailto:botsfordj@michigan.gov). She works Mondays and Tuesdays and every other Wednesday.

## New safety system helping keep vehicles on the road

U.S. government figures indicate Americans were involved in more than six million automobile crashes in 2001. Many were single-vehicle crashes in which drivers lost control of their vehicles and entered into a skid or left the road. Today, automotive safety has taken center stage, especially as SUVs have made headlines for their tendency to rollover.

Considering these risks, it is no surprise that safety is the top priority of consumers when buying a new vehicle.

At this critical moment for consumers, technology can make the difference. Electronic Stability Control (ESC) helps drivers maintain maximum control of their vehicles and can thus significantly reduce the risk of a crash.

ESC is a safety system designed to electronically detect and assist the driver in critical driving situations. ESC compares a driver's intended course with the vehicle's actual movement.

When instability is detected, ESC automatically applies brakes to individual wheels and can also reduce engine torque to correct oversteer and understeer. It helps the driver maintain control in all weather conditions, helping to prevent skids, spins and rollovers.

More information on ESC, including downloadable fact sheets and a brochure, is available at [www.esceducation.org](http://www.esceducation.org).

# Bev Ward - from teaching the three Rs to traffic safety

By Lynn Sutfin

A bulletin board covered with keychains, pins, and other items promoting possibly every traffic safety program ever conducted in the state of Michigan hangs on the wall.

Two sets of business cards sit on the desk, one for the Jackson County Chapter for Mothers Against Drink Driving (MADD) and the other for the Region 2 Planning Commission.

The only thing missing is a rack for the all the hats this petite dynamo sitting behind the desk wears in her quest to get others to drive safely.

A former elementary school principal who spent 32 years educating children, Beverly Ward now educates the residents of Jackson, Hillsdale, and Lenewee counties about the importance of buckling up and driving sober.

Since 1988, Ward has served as the traffic safety coordinator for the three-county area.

Despite the fact she holds that title on a part-time basis these days, traffic safety continues to be a full-time issue for her.

In addition to her official duties with the Region 2 Planning Commission, Ward puts in numerous hours as treasurer and coordinator of the victim impact panel for the Jackson County MADD chapter as well as a representative to the state MADD chapter.

She also serves as the co-chair for Prevention Network (PN) and sits on the grant approval committee for PN and the Jackson County Michigan Coalition to Reduce Underage Drinking (MCRUD) program. In her spare time, she is active in the American Cancer Society's Relay for Life, the Albion Elks Club, and the Salem United Church of Christ.

"I love people. I love working with people," she said. "If I'm going to do something, I want it to be

successful."

And successful she has been. Jackson County projects include child safety seat programs and the purchase of a speed trailer, alcohol sensor flashlights and PBTs for law enforcement. A recent undertaking included the purchase of 100 reflector bands for stop sign posts in the high-crash intersections of Jackson County. These reflectors make the signs more visible to

***"Together, we are  
making our  
community a safer  
place to live."***

motorists and help reduce crashes.

In Hillsdale and Lenewee counties, Ward has helped organize traffic safety committees.

"I have tremendous project directors and very dedicated commissioners," Ward said. "Together, we're making our commu-

nity a safer place to live. Five years ago, fatalities were hitting 30 a year in Jackson County. Now they're around 20. I am proud of all the projects that have had an effect on traffic safety."

However, Ward still has concerns about the area's youth alcohol problems.

"I'm worried about the youth and all the MIP issues," she said. "MCRUD and the driver's education programs are making a dent in the problem of young people drinking and driving, but there needs to be more."

After 37 years of "teaching," most people would at least be planning their retirement, if not already enjoying it. So far, Ward shows no sign of hanging up her "hats" anytime soon.

"It would be nice not to need a traffic safety program so Bev wouldn't have to come to work," she says with a smile as she prepares for another year of traffic safety projects.

*Lynn Sutfin is the communications assistant for the Michigan Office of Highway Safety Planning.*

## Toyota encouraging race fans to buckle up

Toyota Motorsports is joining NASCAR's ongoing traffic safety alliance with the U.S. Department of Transportation (USDOT) aimed at saving the lives of everyday drivers on America's roads. Toyota, through its participation in the NASCAR Craftsman Truck Series (NCTS), will collaborate with the USDOT's National Highway Traffic Safety Administration (NHTSA), and NASCAR to encourage race fans to use their safety belts.

Each Toyota truck in the NCTS series will sport a "Buckle Up" decal, as will various team photographs and merchandising materials. In addition, Toyota drivers will remind fans to buckle up at appearances and speaking engagements.

"Unfortunately, too many young drivers still fail to emulate their racing heroes. Nearly 72 percent of males under the age of 35 killed in car crashes were not buckled up," said NHTSA Administrator Jeffrey Runge, M.D.

"Winning consumer awareness about safe driving in Toyota trucks is just as important as winning races," said Toyota Motorsports Vice President Jim Aust.

The "Buckle Up" decal debuted July 31 at Michigan International Speedway.



Governor Jennifer M. Granholm and NASCAR champion Jeff Gordon promote the importance of safety belts.

## OHSP outreach efforts

In an effort to increase safety belt use in Michigan, the Office of Highway Safety Planning has been working with several new traffic safety partners.

On May 28, OHSP honored Saved by the Belt Survivor Tim Waxler during a Tiger game at Comerica Park in Detroit. In addition, stadium-wide announcements urged fans to buckle up and drive sober.

A second Comerica Park event is planned for August 24, 2004, when the first 10,000 fans through the gates will be awarded "clickers" with a safety belt message.

These noisemaking reminders will help fans promote the safety belt enforcement effort that begins August 30 and runs through September 12.

On June 9, Governor Jennifer M. Granholm declared it Jeff Gordon Day before taking a fast lap around the Michigan International Speedway in Brooklyn with the four-time NASCAR Nextel-Cup driver. The twosome then posed for a photo that was sent out with a statewide news release promot-

ing safety belt use.

And most recently, OHSP manned a booth at the Michigan State Fair, August 11–22, to promote safety belt use and the upcoming enforcement effort. Hundreds of fairgoers signed a special "I Was Saved by the Belt" board at the booth and shared their stories of how their safety belt saved their lives. Many others stopped in to register for a child safety seat giveaway and to get their *Buckle Up or Pay Up, Click It or Ticket* keychain.



The Office of Highway Safety Planning booth at the Michigan State Fair.

## Agencies awarded \$5,000 grants

To promote the *Click It or Ticket* and the *You Drink & Drive. You Lose.* traffic safety enforcement efforts, the Office of Highway Safety Planning conducts an incentive program for law enforcement agencies participating in the mobilizations. Following each mobilization, twelve agencies are chosen by random drawing and awarded a grant of \$5,000 toward the purchase of traffic safety equipment or overtime.

Following the *Click It or Ticket* mobilization which ended June 6, the following agencies were chosen:

- Adrian Charter Township Police Department
- Albion Department of Public Safety
- Gratiot County Sheriff's Office
- Howard City Police Department
- Kentwood Police Department
- Livonia Police Department
- Menominee Police Department
- Metamora Township Police Department
- Missaukee County Sheriff's Office
- Michigan State Police Iron River Post
- Michigan State Police Lapeer Post
- University of Michigan Department of Public Safety

Following the *You Drink & Drive. You Lose.* mobilization which concluded July 11, the following agencies were awarded grants:

- Alpena Police Department
- Blackman Township DPS
- Detroit Police Department – 13<sup>th</sup> Precinct
- Fenton Police Department
- Grant Police Department
- Hillsdale County Sheriff's Office
- Lenawee County Sheriff's Office
- Michigan State Police Jonesville Post
- Michigan State Police Lakeview Post
- St. Johns Police Department
- Sparta Police Department
- Sterling Heights Police Department



# Scene of first traffic fatality still looks familiar

By Pietro Semifero

August 17, 2004, marked the 108<sup>th</sup> anniversary of the world's first traffic fatality.

The victim was Bridget Driscoll, a 44-year-old mother of two from Croydon, Britain. She had gone to London with her daughter and a friend to watch a dancing display. She was on a terrace at London's Crystal Palace when the crash occurred.

The driver was Arthur Edsell, a 20-year-old employee of the Anglo-French Motor Car Company. He was offering demonstration rides to the public. He had been driving for three weeks, and his amount of training is unclear, since driving tests and licenses were still decades away.

Witnesses described the car as traveling at "tremendous speed," reportedly four miles per hour but possibly as high as eight by some accounts. Mr. Edsell had tampered with the vehicle to get it moving at such an alarming velocity. He was

chatting with his passenger at the time, a young lady.

No prosecution was proposed or brought against the driver or the company. An inquest into the death returned a verdict of "Accidental Death"; even today, we refer to these human-caused and human-preventable crashes as "accidents." At the inquest, the coroner reportedly said, "This must never happen again."

Despite that wish, traffic crashes continue to happen every day. Every year, traffic crashes kill 1,300 Michiganders, 42,000 Americans, and 1.2 million human beings worldwide.

Many of these deaths still look like the first: young male driver, insufficient experience, excessive speed, distracted driving. Safety belts had not been invented yet, and today one quarter of America still seems not to have heard of them. The only things missing from our fatal crash archetype are

a few drinks and the yet-to-be-invented red light for the driver to run.

*Pietro Semifero is the Mobilization Coordinator for the Michigan Office of Highway Safety Planning.*

## 2003 traffic crash data online

A first look at 2003 Michigan crash data is now available online. To view this information go to:

[www.michigantrafficcrashfacts.org/preliminary.htm](http://www.michigantrafficcrashfacts.org/preliminary.htm)

The 2003 Michigan Crash Facts report will be available online in the coming months and an executive copy of the information will be mailed to all interested parties by the end of the year.

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